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(54) Title: SYSTEM AND METHOD FOR DISTRIBUTING AND PROCESSING DISCOUNT COUPONS

(57) Abstract

A system for dispensing and redeeming electronic discount coupons in a store. A card–dispensing kiosk collects information from a customer and subsequently issues a "smart card" for storing electronic coupons. Upon completion of shopping, the customer redeems the electronic coupons at the checkout area, by inserting the card into the checkout station. During checkout, when UPC product data corresponds to coupons stored on the card, the customer is credited with the value of the corresponding coupon.